

October 22, 2003

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22388 U.S. PTO
10/690455



UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket Number: **544842000200**

Inventor: **Jon C. Evans**

Title: **SYSTEM AND METHOD FOR COMPUTER-CREATED ADVERTISEMENTS**

TO: **BOX PATENT APPLICATION**
Commissioner for Patents
Alexandria, Virginia 22313-1450

Sir:

Attached are the following for filing with the U.S. Patent and Trademark Office:

1. ☒ Specification - Total Pages: **49 + 54 (att) = 103** (Including Abstract)

CLAIMS AS FILED						
	Claims Filed	Basic Fee Claims	Extra	Rate		Amount
				Large Entity	Small Entity	
Total Claims	3	20		\$ 18.00	\$ 9.00	\$.00
Independent Claims	3	3		\$ 86.00	\$ 43.00	\$.00
First Presentation of Multiple Dependent Claims				\$ 290.00	\$ 145.00	\$ 0.00
BASIC FEE				\$ 770.00	\$ 385.00	\$ 385.00
TOTAL FILING FEE						\$ 385.00

3. ☒ Drawings - Total Sheets: **7** (Fig(s). **1-7**)

4. Oath or Declaration - Total Pages: **2**

a. ☐ Newly executed (original or copy)

☒ New (unexecuted)

b. ☐ Copy from a prior application
(for continuation/divisional with Box 17 completed)

i. ☐ DELETION OF INVENTOR(s):
Signed statement attached deleting inventor(s) named in prior application.

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5. ☐ Incorporation By Reference (useable if Box 4b is marked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6. ☐ Microfiche Computer Program (Appendix)
7. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
- a. ☐ Computer Readable Copy
- b. ☐ Paper Copy (identical to computer copy)
- c. ☐ Statement verifying identity of above copies
8. ☐ Assignment and Assignment Recordation Form
9. ☐ 37 C.F.R. 3.73(b) Statement ☒ Power of Attorney
10. ☐ English Translation Document (if applicable)
11. ☐ Information Disclosure Statement with PTO-1449 and References
- ☐ Copies of Information Disclosure Statement Citations
12. ☐ Preliminary Amendment
13. ☒ Return Receipt Postcard
14. ☒ Small Entity Status Claimed: ☐ Independent Inventor
☒ Small Business Concern
☐ Non-Profit Organization
- ☐ Statement Enclosed
- ☐ Statement Filed in Prior Application; Status Still Proper and Desired
15. ☐ Foreign Priority is Claimed as Follows:

- ☐ If Foreign Priority is Claimed, Certified Copy of the Above Priority Document(s) is Submitted Herewith
16. ☒ Other: Non Publication Request Under 35 U.S.C. 122(b)(2)(B)(i)
17. ☐ Continuation ☐ Divisional ☐ Continuation-in-Part of
Prior Application No.: _____ filed _____

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☒ Complete Application Based on Provisional Application No.: 60/420,037
filed October 22, 2002

18. ☐ A new power of attorney or authorization of agent (PTO/SB/81) is as follows:
- ☒ The power of attorney is to: James Remenick, Registration No. 36,902; Barry E. Bretschneider, Registration No. 28,055; Alex Chartove, Registration No. 31,942; Peter J. Davis, Registration No. 36,119; Kevin R. Spivak, Registration No. 43,148; Wayne C. Jaeschke, Jr., Registration No. 38,503; Jonathan Bockman, Registration No. 45,640; and Raj S. Davé, Registration No. 42,46519. Please address all correspondence to:
- ☒ **CUSTOMER NUMBER** 25227
- ☐ **James Remenick**
Intellectual Property Department
Morrison & Foerster LLP
1650 Tyson's Boulevard
Suite 300
McLean, Virginia 22102
20. ☐ The Commissioner is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to **Deposit Account No.** _____.
- ☒ **Applicant awaits receipt of the Notice to File Missing Parts to submit executed Declaration and filing fees.**

Respectfully submitted,

By: _____

James Remenick
Registration No. 36,902

JR/vv
Enclosures

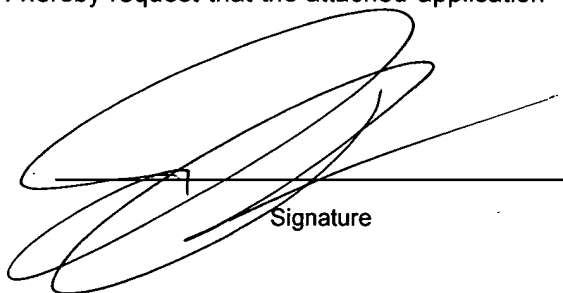
**NONPUBLICATION REQUEST
UNDER
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor	Jon C. Evans
Title	System and Method for Computer-Created Advertisements
Atty Docket Number	544842000200

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

October 22, 2003

Date



Signature

James Remenick, Reg. No. 36,902

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**